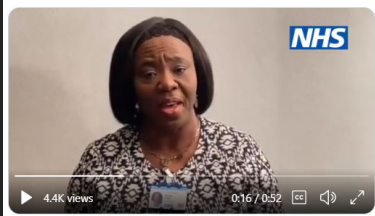


NHS England Communications: Video Clips

The
Strategy
Unit.



Top Tip

Acknowledge individual concerns and then address them with facts.

Overview

Reference: 32

Location: London

Target Group: Black
Communities

Initiative type: Videos
and Webinars

Contact

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Why is this important to us?

NHS England Communications approached me and stated they needed a Black female doctor to support their work addressing vaccine hesitancy amongst the Black and minority ethnicity groups. They had a lot of Asian people volunteering but needed more Black representation. I think it's very important to hear it from a Black woman, because people feel that she is one of us so we can be honest with her. There is a trust issue in the Black community, so it's about seeing someone you can identify with explaining the basics. People are in deprived areas, they are doing jobs which are high contact, and they haven't heard any of this information. All they have heard is that Black people are getting the disease and dying. They are wondering is this the melanoma in my skin? One reason is that a lot of Black people have jobs which require contact with people, such as carers and bus drivers.

What are we doing?

I have spoken at webinars with various community groups, including a zoom session with 1,500 people from the Trinity Baptist Church in Croydon. After, another person said can you help us? It snowballed from there. I was also asked to do some clips advocating for the vaccine for NHS England and NHS Improvement, which has over 4,000 views on twitter.

When I am presenting, I provide information to show that Black communities are at risk. The second thing to say is that something can be done about that risk, which is the vaccine. I accept that they have legitimate concerns and I address their concerns by providing them with facts in a soft engaging way. I also make it relatable. One of my slides is about vaccine passports so I took my yellow fever card to show it's nothing new - Caribbean people will have had the hepatitis jab, Nigerian people would have yellow fever and a lot of people from an ethnic minority background will have had a BCG jab.

Who is involved?

The video clips have been shared by NHS England and NHS Improvement, Public Health Northamptonshire, Northamptonshire County Council, NHS Norfolk and Waveney CCG and North Cumbria Integrated Care.

What works for us?

There is no formal evaluation of the video clips, but I keep getting asked to speak again. I spent an hour and a half talking to an elderly lady whose children would not let her go for the vaccine, then she needed me to talk to her children so that they would also understand. Reacting to individual concerns has the greatest impact so I always do a Q&A session in events. You might be responding to one person but a lot more people take from it. In responding to a specific problem you are utilising some of the risk factors that exist within that community, so that people can engage. I've had people indirectly feedback and say that was very helpful. **If one person accepts the vaccine it makes a difference.**

NHS England

NHS Improvement